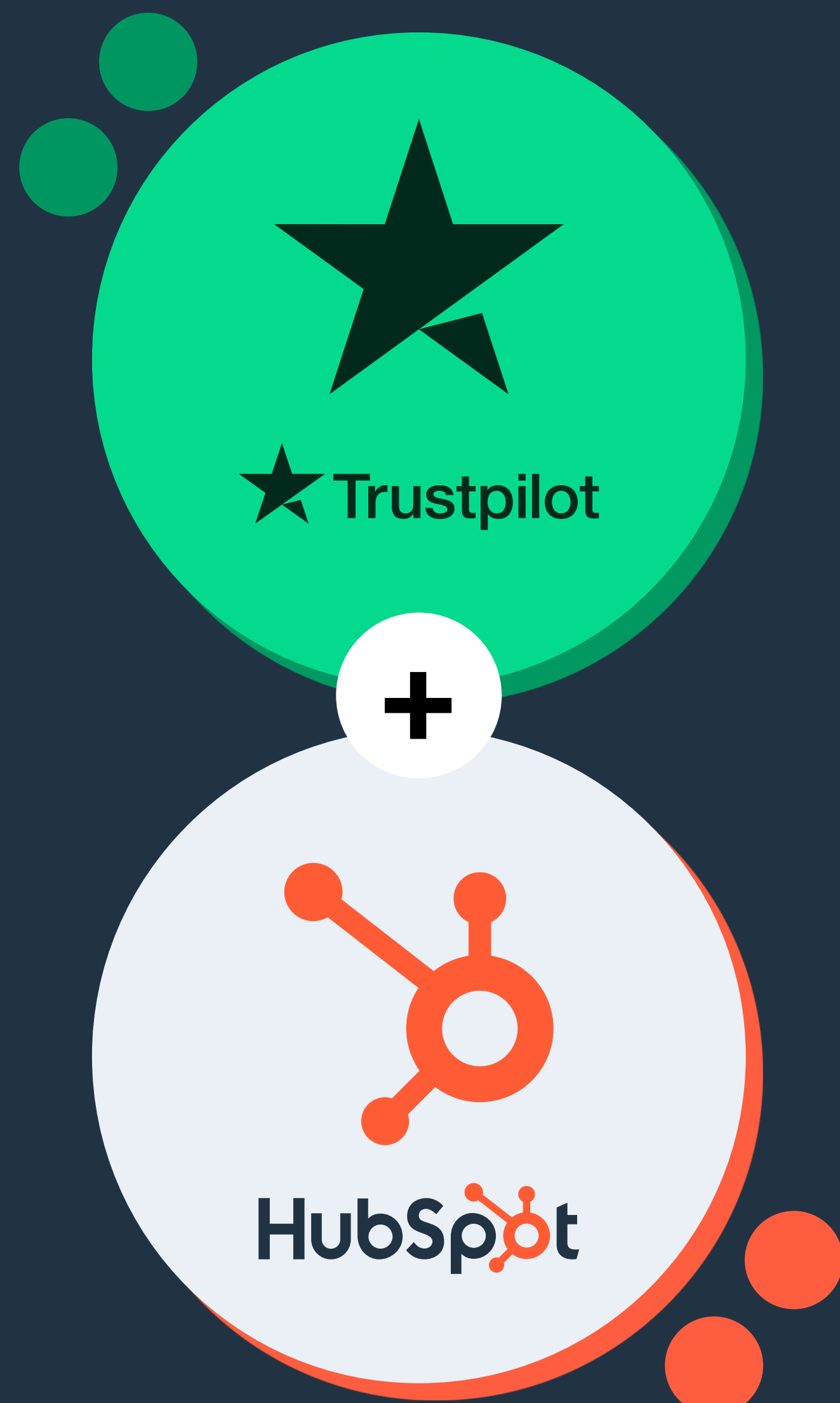


Collect trusted reviews at every stage of the customer journey

Automatically invite customers to leave a review at the right moment in their journey using Trustpilot's HubSpot integration.



Set up the integration

1

Turn on the HubSpot integration through your Trustpilot app.

2

Select how you want to collect reviews:

- Standard invitations
- Workflows

3

Choose the review email template you want to send to your customers.

4

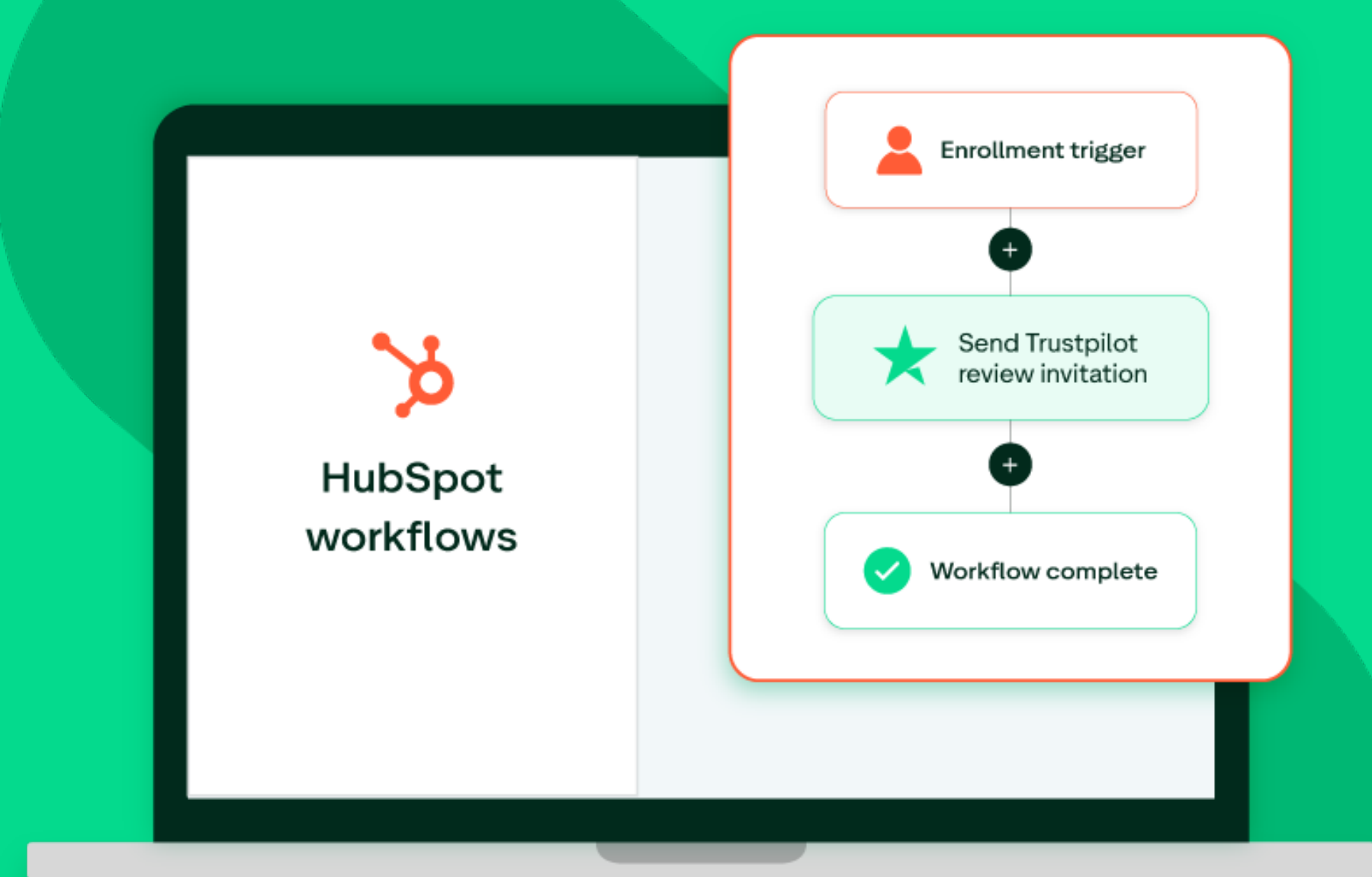
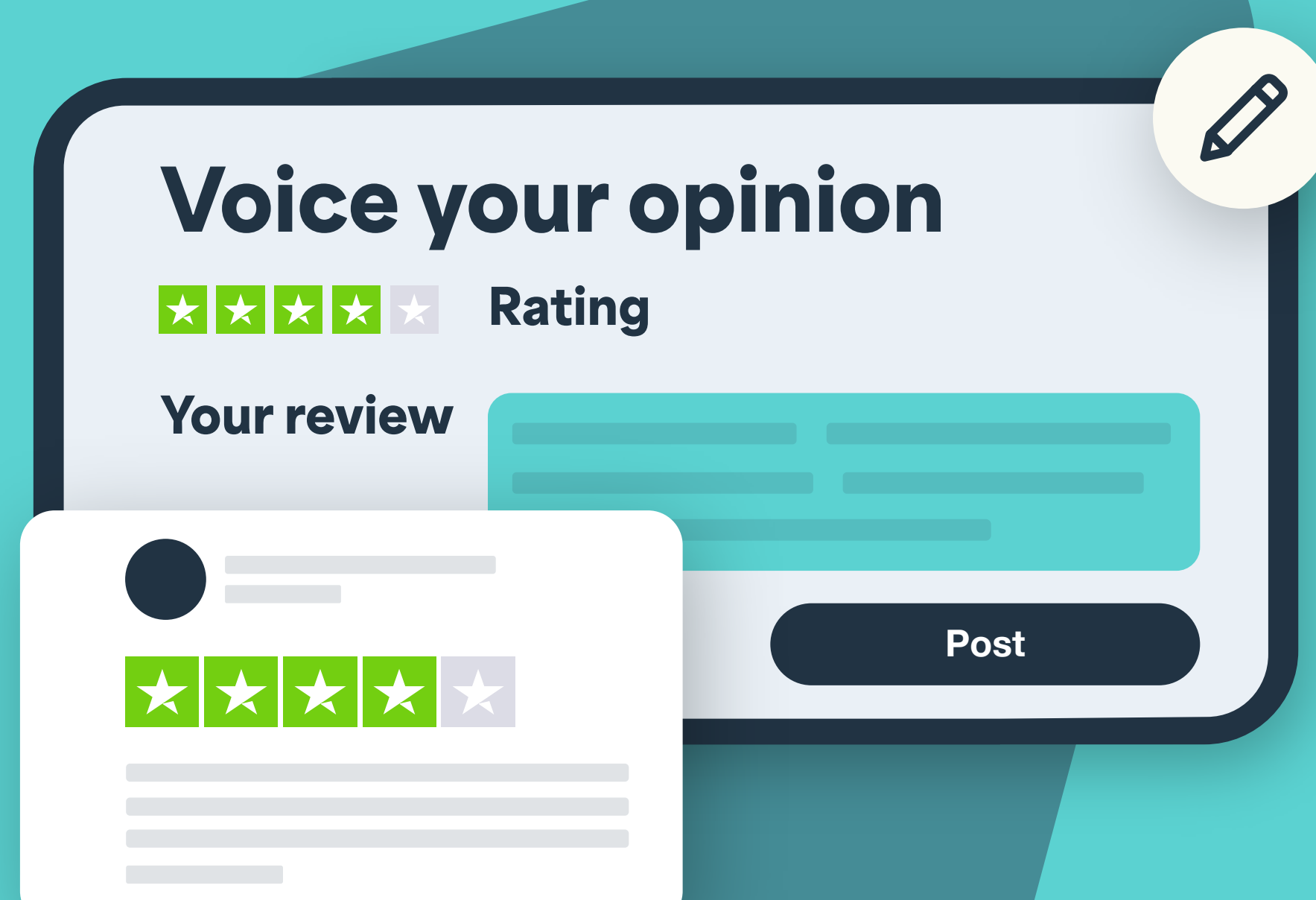
Monitor invitations and review performance from your HubSpot and Trustpilot dashboards.

Automate review collection across your customer lifecycle

Build trust with reviews reflecting the full customer experience

- Send automated review invites across all customer touchpoints.
- Give your customers the opportunity to provide valuable feedback throughout critical moments in their journey. Companies that actively invite customers to write reviews have a higher average TrustScore compared to companies who rely on organic reviews.*

*Trustpilot data, March 2022



Customize your review collection with HubSpot workflows

- 1 Build review invitations directly into your existing HubSpot workflows. Trigger review requests after purchases, support interactions, onboarding, renewals, or any customer milestone to create a more seamless customer journey.

- 2 With HubSpot workflows, you have complete control over when and how customers are invited to leave reviews.

- ✓ Send a review invitation after an order is delivered
- ✓ Request feedback after a support case is resolved
- ✓ Trigger reviews after a subscription renewal

Build trust. Get AI recommended

- Showcase your TrustScore and reviews across your marketing assets to build confidence and drive conversions.
- Turn customer feedback into a powerful source of trusted third-party content that helps strengthen your visibility across search and AI-powered discovery.
- Use insights from your HubSpot reviews to understand what customers think of your business and uncover opportunities to improve.



[View the integration](#)